

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of

Alex MASHINSKY et al.

Serial No.: 10/098,667

Filed: March 15, 2002

For: System and Method for Facilitating Targeted  
Marketing Over a Telecommunication Network

Examiner: Al Aubaidi, Rasha S  
Group Art: 2614

I hereby certify that this correspondence is being  
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June 27, 2008  
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Signature

June 27, 2008  
Date of Signature

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**RESPONSE TO FINAL OFFICE ACTION**

SIR:

This is a response to the final Office Action dated April 30, 2008.

**Remarks** begin on page 9 of this paper.